

AMENDMENTS TO CLAIMS

1. (Currently Amended) A method of delivering advertising and/or commercials to a user, viewer, or consumer via composite images displayed to the user, viewer, or consumer through a media display device, comprising the steps of:

displaying a program; and

inserting, while said program ~~or other images are~~ is being displayed, an advertisement into a selected portion of the displayed program ~~or other images~~, said advertisement being displayed in a manner appropriate to ~~the~~ a content of the displayed program so that the advertisement appears to be a part of ~~the~~ said content ~~of the program or other images being displayed~~,

wherein said program is an interactive program, said program having several possible paths, said paths being determined by responses by the user, viewer, or consumer to ~~the program~~ said content, and wherein said advertisement is updated based on said responses to said ~~program~~ content, said responses to said ~~program~~ content being submitted by the user, viewer, or consumer, via an interface device.

2. (Previously Presented) A method as claimed in claim 1, wherein said step of inserting said advertisement comprises the step of merging a simulated image into the program.

3. (Previously Presented) A method as claimed in claim 2, wherein said simulated image is merged using so-called "blue screen" technology.

4. (Original) A method as claimed in claim 3, wherein application of the blue screen technology involves adding blue coloring to portions of a real-life environment.

5. (Previously Presented) A method as claimed in claim 4, wherein said real-life environment is a sports venue, and said coloring portions of the real-life environment are areas on which advertisements would normally be displayed, including areas selected from the group consisting

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of billboards, portions of a playing field, and surfaces of an airship, as well as portions of the sports venue on which advertisements may be displayed without detracting from viewing of a sporting event taking place at the venue.

6. (Previously Presented) A method as claimed in claim 4, wherein said real-life environment is a setting of a musical event, and said advertisements are displayed on a background of a stage.

7. (Previously Presented) A method as claimed in claim 1, wherein said advertisement is updated in real time.

8. (Previously Presented) A method as claimed in claim 1, wherein said advertisement is updated by the content provider or advertisement sponsor.

9. (Canceled)

10. (Canceled)

11. (Previously Presented) A method as claimed in claim 1, wherein the user is given the option of performing on-line or off-line transactions in response to the advertisements.

12. (Previously Presented) A method as claimed in claim 1, further comprising a login process including the steps of:

- a. determining an identity and location of the user;
- b. organizing the identity and location information into a suitable information packet; and
- c. storing the packet in the user's computing device or in computing devices located in the premises of the provider.

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13. (Previously Presented) A method as claimed in claim 11, wherein said interface device is a computing device, and further comprising the steps of permitting the user to select whether to accept updating of the computing device.

14. (Currently Amended) A system of delivering advertising and/or commercials to a user, viewer, or consumer via composite images displayed to the user, viewer, or consumer through a media display device, comprising:

means for displaying a program; and

means for inserting, while said program ~~are~~ is being displayed, an advertisement into a selected portion of the displayed program, said advertisement being displayed in a manner appropriate to ~~the~~ a content of the displayed program so that the advertisement appears to be a part of ~~the~~ said content ~~of the program or other images being displayed,~~ wherein said program is an interactive program, said program having several possible paths, said paths being determined by responses by the user, viewer, or consumer to ~~the program~~ said content, and wherein said advertisement is updated based on said responses to said ~~program~~ content, said responses to said ~~program~~ content being submitted by the user, viewer, or consumer, via an interface device.

15. (Previously Presented) A system as claimed in claim 14, wherein said means for inserting said advertisement comprises means for merging a simulated image into a broadcast program.